



XIII Olympic Congress

The Digital Revolution

Patrick Baumann



FIBA

We Are Basketball

The Digital Revolution **In the office**





Electronic data processing
replaces manual
paperwork



The Digital Revolution
The Future Technology



The Digital Revolution
**Control over the ancillary
new media rights**



Websites contribute to the overall communication platform of a Federation



The Digital Revolution
Field of Play



While Playing for NSW Metro in 2008 U18

Season Statistics

#	Lat	TPGA	TPGM	TPG%	3PA	3PM	3P%	FTA
8	12/07/2008	129	55	42.6	59	16	27.1	58

Game Log

Date/Time	Played For	Opposition	FGA	FGM	FG%	3PA	3PM
Lat 12/Jul	NSW Metro	VIC Country	15	6	40.0	7	57.1
Lat 12/Jul	NSW Metro	ACT	13	7	53.8	6	83.3
Lat 12/Jul	NSW Metro	WA Metro	15	7	46.7	8	62.5
Lat 12/Jul	NSW Metro	SA Country	13	8	61.5	7	85.7
Lat 12/Jul	NSW Metro	NT	9	2	22.2	5	20.0
Lat 12/Jul	NSW Metro	QLD North	17	7	41.2	9	55.6
Lat 12/Jul	NSW Metro	VIC Metro	20	5	25.0	14	28.6
Lat 12/Jul	NSW Metro	QLD North	27	13	48.1	14	64.3

The Digital Revolution
FIBA Organizer

A man wearing a blue cap, a light blue short-sleeved shirt, and shorts is sitting on a large, layered rock formation. He is looking down at a laptop computer on his lap, with his hands on the keyboard. The background is a dark blue gradient with abstract, glowing light patterns. The overall scene suggests a blend of nature and technology.

The Digital Revolution
e-Coaching



The Digital Revolution Technology for Championships



The Digital Revolution
Fan characteristics



The Digital Revolution

Zoom into user behavior and interest



FIBA communicates with basketball fans through its own community website myFiba.com



The Digital Revolution
An expensive exercise for IFs?



Oh Yes! IT'S
FREE

The Digital Revolution
Fan behavior

A photograph of Rupert Murdoch, an elderly man with glasses, wearing a dark suit, light blue shirt, and patterned tie. He is seated in a black office chair, holding a silver pen in his right hand and a clipboard in his left. He has a serious expression. The background is dark blue with abstract light blue shapes.

The Digital Revolution
Rupert Murdoch



The Digital Revolution
Commercial Opportunities

The Digital Revolution is an Opportunity for Sport

to reach the “young” generations

**The Digital Revolution
requires
cooperation between
all stakeholders**

The Digital Revolution is More than Internet

**It is about business processes
and change management**

**The Digital Technology
in Itself is not the Objective
Key is the strategy**

**The Digital Revolution
is not About Revenues
(only)**

**The Digital Revolution
is not About Revenues
(but hopefully there will be many
cherries and cakes)**





Thank You!

